MacoopA Academy – Business Empowerment Program (BEP)

Program Modules

Module 1: Strategic Vision & Ethical Governance

Duration: 8 hours

Develop transformational leadership capabilities for the public sector. Craft a compelling long-term institutional vision grounded in ethics, public interest, and sustainable impact for citizens and communities.

Learning Objectives:

- Lead with transformational vision in public administration
- Align institutional mandates with societal and environmental priorities
- Build accountability frameworks serving citizens and future generations

Module 2: Public Finance Management & Resource Stewardship

Duration: 8 hours

Master the principles of sound public financial management, budgeting, and resource allocation. Build competencies to ensure fiscal discipline, transparency, and equitable use of public funds.

Learning Objectives:

- Apply modern public financial management frameworks
- Design transparent and accountable budget processes
- Manage public resources for maximum citizen value

Module 3: Policy Design, Implementation & Evaluation

Duration: 8 hours

Build expertise in designing evidence-based public policies, managing their implementation, and evaluating their real-world impact. Learn to navigate the political, institutional, and technical dimensions of the policy cycle.

Learning Objectives:

- Design and implement evidence-based public policies
- Navigate institutional and political dynamics in policy cycles
- Evaluate policy outcomes with rigour and citizen-centred metrics

Module 4: Digital Transformation & Public Service Innovation

Duration: 8 hours

Lead digital transformation initiatives in government and public institutions. Harness technology, data, and innovation to deliver citizen-centric services, improve efficiency, and build trust in public institutions.

Learning Objectives:

- Lead digital transformation in public institutions
- Apply data-driven approaches to improve service delivery
- Build innovation cultures within bureaucratic structures

Module 5: People Leadership & Institutional Culture

Duration: 8 hours

Build high-performing public sector teams and cultivate an institutional culture of integrity, service, and excellence. Develop competencies in change management, talent development, and cross-agency collaboration.

Learning Objectives:

- Build and lead high-performing public sector teams
- Cultivate institutional cultures of integrity and service excellence
- Manage change and cross-agency collaboration effectively

Module 6: Impact Measurement & Public Value Accountability

Duration: 8 hours

Develop robust frameworks to measure the real impact of public institutions on citizens and society. Build accountability systems, reporting mechanisms, and learn to communicate public value to diverse stakeholders.

Learning Objectives:

- Design and apply public value measurement frameworks
- Build transparent accountability and reporting systems
- Communicate institutional impact to citizens and stakeholders

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